



COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA LIQUOR CONTROL BOARD  
513 NORTHWEST OFFICE BUILDING  
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November 1, 2010

Dear Licensee,

Over the past few months, concerns have been raised about the use of alcoholic energy drinks (AEDs), which are alcohol products that also contain caffeine, taurine, guarana, ginkgo biloba, ginseng or other chemicals or herbal stimulants, and their impact on consumers, specifically young adults on college campuses across the country.

In an effort to protect the health and safety of their student body, many colleges and universities around the country are banning AEDs from their campuses, specifically the brand Four Loko. With developing research indicating that these products pose a significant threat to the health of all Pennsylvanians, we are respectfully requesting that each of our licensees, manufacturers and suppliers cease any marketing, promotion and sale of these types of beverages.

Alcoholic Energy Drinks can contain as much as 12 percent alcohol in one 23.5 ounce can which is equivalent to drinking five or six beers. They are often flavored in a way that masks the taste of alcohol and they are very economical. For instance, Four Loko sells for as little as \$2.50 per 23.5 ounce can, making it easy to understand why they are popular among college students in particular.

Referred to as "liquid cocaine" or "blackout in a can" by many young people, the appeal of these products is growing rapidly and having devastating and sometimes deadly affects on the consumer. And while these products are not new, they are generating headlines. For instance, recently in rural Lancaster County, dozens of people sought emergency medical treatment after drinking alcoholic energy drinks and in Washington State nine college students were hospitalized with alcohol poisoning after mixing alcoholic energy drinks with other types of alcohol.

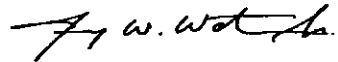
Producers and distributors of these products have come under heavy criticism and government scrutiny for marketing efforts that may be designed to entice underage or binge drinking. In fact, several state attorneys general have launched investigations into whether such AEDs, including Four Loko, are being improperly marketed to underage consumers.

The Federal Food and Drug Administration also continues to investigate this public health issue thoroughly in an effort to evaluate the adverse health effects associated with consuming AEDs. Given the serious nature of this issue, the FDA has even threatened to ban AEDs if manufacturers and distributors could not prove that they were safe for consumption.

While no formal regulation has been issued yet, the FDA is currently receiving responses from 27 manufacturers and distributors and is reviewing other scientific evidence in order to determine whether caffeine can be safely and lawfully added to alcoholic beverages.

While the state and federal investigations continue, we hope you will work with us to protect all Pennsylvanians from the potential dangers that these types of products may present and withhold selling AEDs until they are considered safe under FDA regulations.

Sincerely,

A handwritten signature in black ink, appearing to read "J. W. Waters, Sr.", with a stylized, cursive script.

Jerry W. Waters, Sr.